

Message Text

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PAGE 01 JIDDA 00654 300701Z

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ACTION NEA-10

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R 300510Z JAN 76
FM AMEMBASSY JIDDA
TO USDOC WASHDC
INFO SECSTATE WASHDC 3501

UNCLAS JIDDA 0654

COMMERCE FOR DON STOWE/OIM

E., SA

SUBJECT: SAWARY TRADING AND CONTRACTING CO.; OFFICIAL TO
VISIT U.S. FOR JOINT VENTURE, PURCHASE OF
U.S. GOODS AND SEEK CONSULTANT

MR. MAHMOUD (AKA MIKE) LAHHAM, A REPRESENTATIVE OF SUBJECT
FIRM, P.O. BOX 3420, JIDDA, SAUDI ARABIA, CABLE AFAF,
TELEX: 40095, TELEPHONE: 21549, WILL VISIT THE UNITED STATES
IN MARCH 1976. THE PURPOSE OF THE VISIT IS TO RECRUIT SHING WHAT WILL
PURPORTEDLY
BE THE LARGE U.S. SUPERMARKET AND SHOPPING CENTER DESIGN CONSULTANTS,

FIRMS INTERESTED IN JOINT BULK PURCHASE FRANCHISES IN FOOD
LINES AND POSSIBLE JOINT VENTURES.

2. THE FIRM IS BUILDING A 1000 UNIT HOUSING COMPLEX,
SULAIMANIEH, IN JIDDA AND FUAD LAHHAM, MR. LAHHAM'S BROTHER,
HAD A MOST SUCCESSFUL VISIT TO THE UNITED STATES LAST OCT.
MR. LAHHAM WILL VISIT MINNEAPOLIS, CHICAGO, SAN
FRANCISCO, LAFAYETTE (INDIANA), HOUSTON, AND NEW YORK.
INTERESTED U.S. FIRMS ARE REQUESTED TO CONTACT THE
SAWARY CO. AND SEND CATALOGS, BORCHURES AND PROPOSALS
BEFORE LAHHAM'S DEPARTURE SO THAT ARRANGEMENTS TO MEET
CAN BE MADE DURING THE VISIT.

3. COMMERCE IS REQUESTED TO ALERT APPROPRIATE FIELD
OFFICES FOR ASSISTANCE. MR. LAHHAM WROTE A MONTH AGO TO
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THE U.S. SUPERMARKET INSTITUTE IN CHICAGO BUT HAS HAD

NO REPLY.

4. THE SAWARY FIRM IS A DIVISION OF THE AHMAD ABDULLAH
SULAIMAN & CO. FIRM, ONE OF THE MOST AFFLUENT AND ACTIVE
IN SAUDI ARABIA. THE PROJECTS CONTEMPLATED ABOVE ARE
IN THE MULTI-MILLION DOLLAR RANGE.
PORTER

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